

Rep Order# 9848224 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 67185

Printed: 10/19/2012 4:47 PM
Last Received: 10/19/2012 4:26 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NRA
Estimate# 3388
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3388
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NC. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 10/19
LN 6- REVISED TP
NO OTHER CHGS. PLS CF- CHRISTINA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------|----------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *6 | SU | 1P-4P | CBS NFL FTBL-2 | :30 | \$21,000.00 | 10/28-10/28 | 1 | 1 | 1 | \$21,000.00 | |

Rating: 24.8

Sales Remark: V3 REVSD TP
V3 Time Changed, Comment Changed

---REPORT TOTALS---

Report Totals: 1 / \$21,000.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$26,800.00
Sales Totals: 6 / \$26,800.00
Station Totals: 6 / \$26,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|----------|----------|---------|----------|---------|
| Market Totals | \$94,333 | CABL 0% | EKRC 0% | UNKN 0% | WBQC 0% | WCPO 6% |
| | | WKRC 28% | WLWT 24% | WSTR 0% | WXIX 40% | |

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Books null
Demos RA35+

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***** Contract Coversheet *****

V.3 10/19

LN 6- REVISED TP

NO OTHER CHGS. PLS CF- CHRISTINA

Rep Order# 9848224 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 67185

Printed: 10/19/2012 12:07 PM
Last Received: 10/19/2012 9:52 AM
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--- REMARKS ---

pls see line 6 time spec change
t/r
lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------|----------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *6 | SU | 4P-7P | CBS NFL FTBL-2 | :30 | \$21,000.00 | 10/28-10/28 | 1 | 1 | 1 | \$21,000.00 | |

Rating: 24.8

Station Remark: V2 game airs 1-4p. pls change time specs to air in game.

---REPORT TOTALS---

Report Totals: 1 / \$21,000.00

---SALES MONTHLY TOTALS---

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---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|-----|------|----|------|-----|------|----|
| Market Totals | \$94,333 | CABL | 0% | EKRC | 0% | UNKN | 0% | WBQC | 0% | WCPO | 6% |
| | | WKRC | 28% | WLWT | 24% | WSTR | 0% | WXIX | 40% | | |

Books null
Demos RA35+

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--------------|-----|-----|-------------|----------------|-----|-------------|-------------|-------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | M | 1135P-1235A | D LETTRMAN | :30 | \$1,200.00 | 10/22-10/22 | 1 <i>P2</i> | 1 | 1 | \$1,200.00 | |
| Rating: 2.3 | | | | | | | | | | | | |
| | 2 | TU | 1135P-1235A | D LETTRMAN | :30 | \$1,200.00 | 10/23-10/23 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 2.3 | | | | | | | | | | | | |
| | 3 | TH | 1135P-1235A | D LETTRMAN | :30 | \$1,200.00 | 10/25-10/25 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 2.3 | | | | | | | | | | | | |
| | 4 | F | 1135P-1235A | D LETTRMAN | :30 | \$1,200.00 | 10/26-10/26 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 2.3 | | | | | | | | | | | | |
| | 5 | SU | 1135P-1205A | SPORTS AUTHRTY | :30 | \$1,000.00 | 10/28-10/28 | 1 <i>P2</i> | 1 | 1 | \$1,000.00 | |
| Rating: 3.0 | | | | | | | | | | | | |
| | 6 | SU | 4P-7P | CBS NFL FTBL-2 | :30 | \$21,000.00 | 10/28-10/28 | 1 <i>P1</i> | 1 | 1 | \$21,000.00 | |
| Rating: 24.8 | | | | | | | | | | | | |